

THE MOUNT PLEASANT AREA TELEVISION CENTER TELEVISION PRODUCTION ASSIGNMENT LIST

I. 60 Second Commercial or PSA

- A. Assignment objective -- produce a broadcastable 60 second commercial or PSA for a real product or organization.
- B. Learning objectives
 - 1. For director
 - a. Learning to plan a production
 - b. Learning to time a production exactly (58 to 62 seconds)
 - c. Learning to handle a production crew
 - d. Learning to create a script and storyboard
 - 2. For the crew
 - a. Familiarization of the crew with equipment
 - b. Learning to work with a director and other members of the crew

II. Demonstration Program

- A. Assignment objectives -- produce a complete program (at least 10 minutes in length) which demonstrates how to do something.
- B. Learning objectives
 - 1. Handling a longer program
 - 2. Getting the tight shots which a good demonstration requires
 - 3. Organizing the demonstration so as to produce an understandable presentation

III. Full Length Program

- A. Assignment objective -- produce a broadcastable program (at least 20 minutes in length) on a topic of the student's choosing. Use of portable footage is encouraged.
- B. Learning objectives
 - 1. Handling a still longer production
 - 2. Operation of portable camera and recorder
 - 3. Integration of portable footage into a studio production

IV. Editing Assignment

- A. Production objective -- produce a broadcastable program segment from unedited material provided by the instructor.
- B. Learning objectives
 - 1. Operation of the video editing system

V. Portable Production

- A. Production objective -- produce a broadcastable program segment using a portable camera editing system
- B. Learning objectives
 - 1. Further familiarization with portable equipment
 - 2. Further experience with video editing system